

## Executive Summary

The California Department of Transportation (Caltrans) and Director Will Kempton are committed to increase small business participation and opportunities. One such venue is the Procurement Fair. The Procurement Fair focuses are on certified small business owners; on-the-spot procurements; networking among business attendees; and the establishment of customer relationships between Caltrans staff and small businesses.

In early 2004, members of the Statewide Small Business Council, Commodities Committee, encouraged District 7 (Los Angeles) to host the first Procurement Fair. The Procurement Fair was a resounding success! Over 200 businesses attended and over \$375,000 was procured on-the-spot. Due to its success, subsequent Procurement Fairs were held in other districts. As of January 2008, eight of the twelve districts have hosted Procurement Fairs, and over \$4 million of goods and services were procured during the Procurement Fairs.

To demonstrate support and encourage promotion of future Procurement Fairs, this Procurement Fair Guide (*Guide*) will assist the District Small Business Liaisons (DSBLs) to plan, prepare, manage and execute successful Procurement Fairs. The *Guide* includes step-by-step instructions, sample forms, and helpful tips along the way.

The *Guide* is organized in three sections:

- Pre-Event Planning and Preparation.
- Day of the Event.
- Post Event Activity.

Intuitively, each district is host to a distinctive marketplace; a diverse small business environment including industry associations and community organizations. Although the objectives of a Procurement Fair are the same, each district is unique and the DSBL is encouraged to make any necessary adjustments to the *Guide* to address the uniqueness of their respective district.